

**CITY OF SEAT PLEASANT, MARYLAND  
REQUEST FOR PROPOSALS FOR MASTER PLAN EDITOR AND  
PLANNING CONSULTANT**

**SECTION ONE – INSTRUCTIONS FOR PROPOSERS**

**Request for Proposal Summary**

1. The City of Seat Pleasant, Maryland (“City”) is soliciting proposals from qualified entities to provide Master Plan Editing and Planning Consulting services as described in Section Two. The City desires services which represent the best combination of price and quality.
2. Schedule:

May 1, 2012	Release of Request for Proposal
May 10, 2012	Questions and inquiries must be made by 3:00 p.m. Inquiries will be compiled and provided to all interested parties, if requested and contact information provided by 3:00 p.m. on May 14, 2012.
May 21, 2012	Written proposals shall be received by May 21, 2012 at the following address:  City of Seat Pleasant, Maryland Attn: Proposal for Planning Consultant Services 6301 Addison Road Seat Pleasant MD 20743-2125  By 5:00 p.m. EDT on this date in order to be considered.
3. May 24<sup>th</sup> and 25<sup>th</sup> 2012 Tentative date for Interviews
4. Work Period June 4<sup>th</sup> – September 30, 2012

5. The proposer shall submit four (4) copies of the proposal.

## **General Instructions**

1. Inquiries – Questions about the City of Seat Pleasant or this RFP should be directed to: Sunny Cooper, Economic Development Coordinator at [sunny.cooper@seatpleasantmd.gov](mailto:sunny.cooper@seatpleasantmd.gov) or (301) 336-2600.
2. Signature Requirements – The proposal must be signed by a duly authorized official of the applicant organization.
3. Proposal Submission – the City will not consider any proposal received after the time and date specified above in the “Schedule of Proposal.” The envelope containing the proposal must be clearly marked as “**Proposal for Master Plan Editor and Planning Consultant.**”
4. Proposal Revisions – Should it be necessary to revise any part of this RFP or if additional information is necessary to enable proposer to make an adequate interpretation of provisions of this RFP, a supplemental RFP will be provided to each applicant organization that has requested a copy of this RFP.
5. Cost of Proposal Preparation – No reimbursement will be made by the City of any costs incurred for the proposal preparation or presentation.
6. Reserved Rights:
  - a. The City reserves the right to reject any and all offers and proposals and reselect or cancel this procurement if such action is deemed in the best interests of the City.
  - b. The City is not required to select the lowest priced proposal, but will take into consideration services which represent the best combination of price and quality.

All proposers are hereby notified that the execution of a contract pursuant to this RFP is dependent upon approval by the Seat Pleasant City Council and the negotiation of a mutually acceptable contract with the selected proposer.

7. Execution of Agreement – If the proposer selected does not execute an agreement within ten (10) days after notification of selection, the City may cancel that selection and give notice to the proposer of the City’s intent to select the next most qualified proposer or call for a new proposal, whichever the City deems appropriate.
8. Subcontractor(s) – Any planned or proposed use of a subcontractor must be clearly documented in the proposal. The prime contractor will be completely responsible for all contract services.
9. Prohibited Interest – No member of the City government may have a direct interest in the gains or profits from a contract resulting from this RFP.

## **SECTION TWO – SCOPE OF SERVICES**

### **Introduction:**

The City of Seat Pleasant is a municipality located in Prince George’s County, Maryland. City operations are governed by a Charter and Code of Ordinances and other personnel rules and regulations, in addition to federal and Maryland state statutes and regulations. The City has a Mayor who is the ceremonial head of government, seven (7) Councilmembers in whom all legislative powers are vested and a City Administrator who manages the day-to-day operations of the City. The City’s budget has been approximately \$3.9 million for the fiscal years 2011 and 2012.

### **Services to be provided:**

The City of Seat Pleasant is seeking a master plan editor and planning consultant to assist in preparing and editing a comprehensive Master plan for the City. The City is included in four governing plans which cover priority areas of the city:

1. *Martin Luther King Jr - Highway Gateway Redevelopment Study*
  2. *Subregion 4 Master Plan with Amendments\* (Feb 2009, June 2010, 2012)*
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3. *Addison Road Metro Center Regulating Plan \* (May 2010)*
4. *Central Ave-Metro – Blue Line Corridor TOD Plan\* (Oct 2011)*

In addition the City is included in the Subregion 4 Sustainability Plan for the Maryland Department of Housing and Community Development. Working with the Prince Georges Department of Planning, the City has GIS mapped its vacant housing. The City's Economic Development Coordinator has drafted a Strategic Action Plan which outlines the overall economic development plan for the City.

The consultant will assist the economic development coordinator in editing, completing and preparing the final version of the master plan. It is expected that the consultant will merge and summarize all of the documents and plans related to the City of Seat Pleasant into one document that expresses a singular vision.

It is expected that the consultant know and use Microsoft Office editing products, how to arrange photos, files and other .pdf or .jpg / .gif files and how to originate and edit print media documents. It is expected that the final Master Plan will be professional looking with photos, maps and graphics that fully relay the City of Seat Pleasant's Master plan for its future.

In developing the final Master Plan for the City, the following Scope of Work is required:

- 1) *Review of existing reports, plans and data:*  
The consultant should review and become familiar with all planning, housing and community development information and data provided through the City of Seat Pleasant, Prince Georges County Government Agencies and the State of Maryland Government Agencies. Data and Information will include the following plans and documents that are relevant to Seat Pleasant:
  - a. *Martin Luther King Jr - Highway Gateway Redevelopment Study*
  - b. *Subregion 4 Master Plan with Amendments\* (Feb 2009, June 2010, 2012)*
  - c. *Addison Road Metro Center Regulating Plan \* (May 2010)*
  - d. *Central Ave-Metro – Blue Line Corridor TOD Plan\* (Oct 2011)*
  - e. *Subregion 4 Sustainability plan*
  - f. *The Economic Development Strategy for the City of Seat Pleasant*
  - g. *Recent Census information provided by the Census Department*
- 2) *GIS Mapping:*  
The consultant will be required to complete mapping for the city that is not obtainable or has been completed by the Prince Georges Department of Planning. Maps may include real estate market information, conceptual land use, maps for different sections of the plan. Data will be easily assessable or given to the consultant.

- 3) *Facilitation of community process:*  
The consultant will facilitate at least two community meetings. The first is to engage neighborhood residents and provide current existing information. The second being to share information compiled in the draft of the master plan. The City of Seat Pleasant will pay for the materials needed for the two community meetings.
- 4) *Create overall vision for the City*  
The consultant will interpret existing data to create an overall vision for the direction of future physical and social development of the City. The vision will be translated and documented into the master plan for the City.
- 5) *Development of draft and final documents:*  
The consultant, in consultation with the City Administrator and Economic Development Coordinator will produce a draft of the master plan to be presented for comment at one of the community meetings. Both the draft and the final master plan shall include the following components:
- Neighborhood and Demographic Criteria  
Along with current Census information;
  - Summary of the existing plans for the City
  - A conceptual land use plan for the neighborhood,
  - Existing maps that are relevant to the City;  
including the existing zoning plan, vacant maps, government owned parcels
  - An Overall Vision for the City
  - The Economic Development Strategy for the City of Seat Pleasant

The Final Plan will also include:

- The findings from the community workshop;
- An outline of community goals and priorities.
- 10 final color copies of the plan, the final master plan on Word, the final master plan as a pdf file.
- All digital copies of maps

## **SECTION THREE – CONTENTS OF RESPONSE**

### **Response Content**

The provider response shall include:

1. A brief statement that the proposer understands the City's request.
2. Proposer's qualifications and experience in providing requested services.
3. Professional qualifications of person(s) who will actually be performing the consultant work
4. Projected fee proposal - SEALED (see below)
5. Name, address and taxpayer identification number of entity that will be billing for services.

## **SECTION FOUR – EVALUATION CRITERIA**

1. Proposer's experience in providing similar services for government entities.
2. Reasonableness of the fee estimate.
3. Respondents' proposals will serve as the primary basis for selecting an entity to provide the required services.

### **Time Requirements**

- Proposals will be delivered to the City of Seat Pleasant at 6301 Addison Road, Seat Pleasant, and Md 20743 no later the 3:00 p.m. on May 21, 2012

- If presentations of possible finalists are necessary, no one with personal bias will interview proposers.
- Once a contract has been signed work may begin immediately to create a master plan in a progress manner with costs to be billed to the City of Seat Pleasant as the charges generated by the proposer in accordance with the original agreement.
- The preliminary report and exit conference will be completed prior to November 30, 2012

#### Copies Required

- 10 final color copies of Master Plan
- the final master plan on Word,
- the final master plan as a pdf file.
- All digital copies of maps

## Fee Cost Proposal

Responders must provide a detailed fee proposal corresponding to the their approach to fulfilling the scope of work including itemized summary of a) expected hours, b) hourly fees, c) expenses under the following headings:

- 1) *Review of existing reports, plans and data*
- 2) *GIS Mapping*
- 3) *Facilitation of community process*
  - two community meetings
  - Materials for meetings will be paid for by the City
- 4) *Create overall vision for the City*
- 5) *Development of draft and final documents*
  - 10 color copies of final master plan
- 6) *Other Services*

*The proposal should also provide an hourly fee that the City can use if additional consultant services are needed.*

The total contract amount for this project shall not exceed \$15,000.

Regarding this budgeted amount, the following questions should be answered:

1. Is this amount sufficient to complete the tasks outlined in this RFP?
2. If the answer to question #1 is yes, what will be the cost for you to complete this project?
3. If the answer to question #1 is no, state your proposed total cost, and also identify those tasks which you will be able to complete for the above-mentioned sum which will produce a useable product.

- Provide your price quote as a fixed price in United States dollars. The price quote shall include the number of labor hours and cost by staff member and total hours and cost estimated for each task. Direct costs shall be itemized by category (e.g., travel, per diem, printing and reproduction, etc.) for the entire project. The contract type is anticipated as fixed price (labor, costs, hours and direct costs) with partial payments paid based on task completion with payment invoices paid every two weeks.

**- End of RFP -**